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PTO/SB/01 (10-00)

Approved for use through 10/31/2002. OMB 0651-0032

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**DECLARATION FOR UTILITY OR
DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

☒ Declaration
Submitted
with Initial
Filing
OR
☐ Declaration
Submitted after Initial
Filing (surcharge
(37 CFR 1.16 (e))
required)

Attorney Docket Number

PM4

First Named Inventor

Kovac

COMPLETE IF KNOWN

Application Number

Filing Date

Group Art Unit

Examiner Name

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SYSTEM AND METHOD FOR ADVERTISEMENT SPONSORED CONTENT DISTRIBUTION

(Title of the Invention)

the specification of which

☒ is attached hereto

OR

☐ was filed on (MM/DD/YYYY)

as United States Application Number or PCT International

Application Number

and was amended on (MM/DD/YYYY)

(If applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>


☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.
60/XXX,XXX	02/08/2000	

[Page 1 of 2]

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DECLARATION — Utility or Design Patent Application

Direct all correspondence to: ☐ Customer Number or Bar Code Label OR ☒ Correspondence address below

Name Norton R. Townsley, Registration No. 33608

Address 100 Corporate Pointe

Address Suite 330

City Culver City State CA ZIP 90230

Country USA Telephone 1-310-645-7259 Fax 1-310-215-3248

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name Mario
(first and middle [if any])

Family Name Kovac
or Surname

Inventor's
Signature

Mario Kovac

Date

6.2.2001.

Residence: City Zagreb State Country Croatia Citizenship Croatia

Mailing Address Mandalicina 3

Mailing Address

City Zagreb State ZIP 10000 Country Croatia

NAME OF SECOND INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name
(first and middle [if any])

Family Name
or Surname

Inventor's
Signature

Date

Residence: City State Country Citizenship

Mailing Address

Mailing Address

City State ZIP Country

☒ Additional inventors are being named on the 3 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

1000 719 1 FAX 385 1 617 0007

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PTO/SB/02A (11-00

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DECLARATION

ADDITIONAL INVENTOR(S)

Supplemental Sheet

Page 3 of 5

Name of Additional Joint Inventor, if any:

☐ A petition has been filed for this unsigned inventor

Given Name (first and middle [if any])

Family Name or Surname

Brian D.

Litman

Inventor's
Signature

Date

Residence: City

West Hollywood

State

CA

Country

USA

Citizenship

US

Mailing Address

950 N. Kings Road

Mailing Address

Ste. 250

City

West Hollywood

State

CA

ZIP

90069

Country

USA

Name of Additional Joint Inventor, if any:

☐ A petition has been filed for this unsigned inventor

Given Name (first and middle [if any])

Family Name or Surname

Inventor's
Signature

Date

Residence: City

State

Country

Citizenship

Mailing Address

Mailing Address

City

State

ZIP

Country

Name of Additional Joint Inventor, if any:

☐ A petition has been filed for this unsigned inventor

Given Name (first and middle [if any])

Family Name or Surname

Inventor's
Signature

Date

Residence: City

State

Country

Citizenship

Mailing Address

Mailing Address

City

State

ZIP

Country

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DECLARATION	ADDITIONAL INVENTOR(S) Supplemental Sheet Page <u>4</u> of <u>5</u>
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Davor		Runje	
Inventor's Signature <i>Davor Runje</i>		Date <i>6.2.2001.</i>	
Residence: City Zagreb	State	Country Croatia	Citizenship Croatia
Mailing Address V. Nazora 16			
Mailing Address			
City Zagreb	State	ZIP 10000	Country Croatia
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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DECLARATION

ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 5 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Tomislav		Uzelac	
Inventor's Signature <i>Tomislav Uzelac</i>		Date <i>April 5, 2001</i>	
Residence: City	Zagreb	State	Country Croatia
Citizenship Croatia			
Mailing Address Grada Vukovara 237a			
Mailing Address			
City	Zagreb	State	ZIP 10000
Country		Croatia	
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country
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POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	
Filing Date	
First Named Inventor	Kovac
Group Art Unit	
Examiner Name	
Attorney Docket Number	PM4

I hereby appoint:

☐ Practitioners at Customer Number →

Place Customer
Number Bar Code
Label here

☒ Practitioner(s) named below:

Name	Registration Number
Norton R. Townsley	33,608

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please change the correspondence address for the above-identified application to:

☐ The above-mentioned Customer Number.

OR

☒ Firm or
Individual Name

Norton R. Townsley

Address 100 Corporate Pointe

Address Suite 330

City Culver City State CA Zip 90230

Country USA

Telephone 1-310-645-7259 Fax 1-310-215-32

I am the:

☒ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name Mario Kovac

Signature 

Date 6.2.2001.

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☒ *Total of 4 forms are submitted.

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OR

<input checked="" type="checkbox"/> Firm or Individual Name	Norton R. Townsley				
Address	100 Corporate Pointe				
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City	Culver City	State	CA	Zip	90230
Country	USA				
Telephone	1-310-645-7259	Fax	1-310-215-32		

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Name	Davor Runje
Signature	<i>Davor Runje</i>
Date	6.2.2001.

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Attorney Docket Number	PM4

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City Culver City

State CA

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☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name Tomislav Uzelac

Signature

Date

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First Named Inventor

Kovac

Group Art Unit

Examiner Name

Attorney Docket Number

PM4

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☒ Practitioner(s) named below:

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Name	Registration Number
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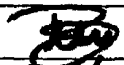
<input checked="" type="checkbox"/> Firm or Individual Name	Norton R. Townsley				
Address	100 Corporate Pointe				
Address	Suite 330				
City	Culver City	State	CA	Zip	90230
Country	USA				
Telephone	1-310-645-7259	Fax	1-310-215-32		

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SIGNATURE of Applicant or Assignee of Record

Name	Brian D. Litman
Signature	
Date	2/5/01

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